

## PATENT APPLICATION

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING  
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

) Attorney Docket No. 47004.000180

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Examiner: G. Akers

Group Art Unit: 3624

Confirmation No. 8456

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Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

**Amendments to the specification begin on page 2.****Amendments to the claims begin on page 3.****Remarks begin on page 15.**